

Madeline Nimrick

Freelance Copywriter

Profile

Detail-oriented Freelance Copywriter with 1 year of experience crafting engaging and persuasive content for diverse industries. Skilled in writing blog posts, articles, social media content, and product descriptions. Demonstrates strong research abilities, creative problem-solving, and a keen eye for detail to deliver high-quality content tailored to clients' needs. Committed to meeting deadlines and ensuring customer satisfaction.

Employment History

Freelance Copywriter at CopyCrafters LLC, CO

May 2023 - Present

- Successfully increased a client's website conversion rate by 25% within six months through the creation of engaging and persuasive web copy that targeted their ideal customer base, resulting in a significant boost in sales and revenue for the company.
- Spearheaded a comprehensive email marketing campaign for a major eCommerce client, leading to a 40% increase in open rates, a 20% increase in click-through rates, and a 15% growth in overall revenue over the course of a year.
- Developed and executed a content strategy for a startup's blog, generating a 35% increase in organic search traffic and a 50% increase in social media shares within the first three months, effectively establishing the brand as an industry thought leader.

Junior Freelance Copywriter at WordSmith Freelance Writing Services, CO

Sep 2022 - Mar 2023

- Successfully increased client engagement by 35% through the creation of compelling social media content and targeted email campaigns for a local small business.
- Boosted website traffic by 25% for a tech startup by optimizing SEO and implementing a strategic blog content plan, resulting in a 10% increase in lead generation.
- Streamlined and improved the readability of a 50-page e-commerce website, leading to a 15% reduction in bounce rate and an 8% increase in overall sales conversions.
- Developed and executed a comprehensive content strategy for a nonprofit organization, resulting in a 20% increase in online donations and a 30% growth in their social media following within six months.

Education

Bachelor of Arts in English and Communication at University of Colorado Boulder, CO

Aug 2017 - May 2022

Relevant Coursework: Literary Analysis, Creative Writing, Rhetoric and Composition, Media Studies, Intercultural Communication, Public Speaking, Digital Media Production, and Communication Theory.

Details

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Links

[linkedin.com/in/madelinenimrick](https://www.linkedin.com/in/madelinenimrick)

Skills

SEO Optimization

WordPress Proficiency

Google Analytics

MailChimp Expertise

Social Media Management

Adobe InDesign

HTML/CSS Knowledge

Languages

English

Mandarin

Hobbies

Creative writing

Photography

Travel blogging